



**CITY OF LAKE FOREST**

**REQUEST FOR PROPOSAL  
FOR**

**VIDEO PRODUCTION SERVICES**

**January 26, 2017**

# **CITY OF LAKE FOREST**

## **REQUEST FOR PROPOSAL**

The City of Lake Forest ("City") seeks proposals from qualified firms for Video Production Services.

Responses must conform with the requirements of this Request for Proposal ("RFP"). The City reserves the right to waive any irregularity in any proposal or to reject any proposal which does not comply with this RFP. Modifications to the RFP, including, but not limited to the scope of work, can be made only by written addendum issued by the City. Selection of the proposer will be made solely by the City on criteria determined by the City.

The use of the term "firm" throughout this document means individual proprietorship, partnership, limited liability company, corporation or joint venture.

By submitting a project proposal, the proposer agrees to all of the terms of the RFP and Agreement (Appendix A), unless exceptions to the RFP or Agreement are stated by the proposer in its project proposal. The successful proposer will be required to enter into an Agreement (Appendix A) which will include the requirements of this RFP as well as other requirements. The City reserves the right to reject any proposal(s) exceptions or changes to the Agreement or Request for Proposal.

### **1. ABOUT THE CITY**

The City of Lake Forest is located in southern Orange County, California, in the area commonly referred to as the Saddleback Valley, with a population of approximately 82,000. It is the County's thirty-first city and the second largest city within the Saddleback Valley, encompassing 16.6 square miles. The City of Lake Forest's fiscal year begins on July 1 and ends on June 30.

The City was incorporated in 1991, operates under the Council/Manager form of government and is considered a contract city. The five Members of the City Council are elected at-large. They serve staggered four-year terms, with the Mayor being selected annually from among the Council Members. The Council meets on the first and third Tuesdays of each month.

The firm's principal contact with the City of Lake Forest will be Jessica M. Gonzales, Economic Development/Housing Manager, (949) 461-3569 or a designated representative, who will coordinate the assistance to be provided by the City of Lake Forest to the proposer.

City Hall is located at 25550 Commercentre Drive, Suite 100, Lake Forest, California 92630. The telephone number is (949) 461-3400, and the fax is (949) 461-3511. The City website address is [www.lakeforestca.gov](http://www.lakeforestca.gov).

## **2. PROPOSAL SCHEDULE**

The schedule is as follows:

Proposals Due at City Hall	<b>February 16, 2017 by 4:00 p.m.</b>
Oral Presentations/Interviews	<b>February 27, 2017</b>
Negotiations Complete/ Agreement signed by Proposer	<b>March 7, 2017</b>
City Council Selection*	<b>March 21, 2017</b>

\*The City expects, but does not guarantee, that the decision on selection of a firm will be made by the City Council on the date indicated above.

## **3. PROCEDURE FOR SUBMITTING PROJECT PROPOSALS**

### **A. Time, Place and Format**

Proposals must be received at City Hall no later than 4:00 p.m. on the date indicated in Section 2. Proposals received in the mail after 4:00 p.m. on the date indicated in Section 2, regardless of the date of their postmarks, will be rejected. Proposals must:

- not be folded, tabbed or bound
- show page numbers for all pages in the proposal
- include **6** copies punched for a standard 3-ring binder (**place copies in binder clips**)
- be on 8-1/2"x11", 20-24 lb. white paper (do not submit covers)
- be submitted in one or more envelopes, each of which clearly:
  - ✓ states "Video Production Services Project Proposal"
  - ✓ identifies the proposer
  - ✓ states the number of the envelope and the total number of envelopes submitted by the proposer
- the envelope must be addressed as follows:  
City of Lake Forest

Attn: City Clerk  
25550 Commercentre Drive, Suite 100  
Lake Forest, CA 92630

- the successful Proposer must submit the Scope of Work and Fee in electronic format (MS Word or other format acceptable to the City) in addition to the paper copy, upon request.

If hand delivered, address as above and deliver to the City Clerk receptionist on the first floor of City Hall.

Proposals must address the requirements of the RFP in the exact order set forth in Section 4. They should be as concise as possible and must not contain any promotional, advertising or display material.

B. Opening of Responses

All proposals will be opened and considered within two weeks after the deadline date shown in Section 2 using evaluation procedures set forth in Appendix D.

**4. DATA TO BE SUBMITTED WITH PROJECT PROPOSALS**

The content and sequence of the information contained in each copy of the proposal shall be as follows:

A. Letter of Transmittal

Include your firm's understanding of the work to be performed. In addition, state why your firm believes itself to be the best qualified to perform the services requested. Also, state the Management Contact (Representative authorized to sign an agreement for your firm) and Project Manager (person responsible for day-to-day management of the project).

B. Table of Contents

Include a clear identification of the material by section and by page number.

C. Summary Sheet

1. This section of the proposal must include a fully-completed copy of the Summary Sheet included with this RFP (Appendix B). The summary sheet is accessible electronically on the City's website at [www.lakeforestca.gov/proposals](http://www.lakeforestca.gov/proposals).
2. Provide the name, title, experience and qualifications of the personnel who will be assigned to the project.
3. Provide the resumes of the Management Contact with the City and the Project Manager (person responsible for day-to-day work on the project).

**D. Allocation of Resources**

Provide a conceptual plan for services to the City that you believe are appropriate for the City. Indicate features, skills and/or services which distinguish your firm and make it the better choice for the City. Indicate how the resources of your firm (e.g., number and type of personnel allocated by hours) will be allocated for this project. An example of an Allocation of Resources is provided below. A proposer may customize the resource allocation accordingly. Submittal of a project schedule is required as part of the Allocation of Resources.

Task Description	Principal/Project Manager	Director	Producer	Actors/Actresses	Grand Total
Scheduling		25	15	3	33
Title Design		15	8	5	26
Storyboard		15	10		25
Filming	10	20	3		33
Film Editing		5	10	5	20
Sound Editing	5	5	3		13

**E. Scope of Work**

Proposals must address all items set forth in Section 5 "Scope of Work." Additional information which, in your opinion, should be included must be clearly identified. The items must be addressed in the order in which they appear in Section 5 of this RFP.

**F. References**

Each firm must include the following references:

1. List similar services performed as the prime consultant for all similar organizations/entities (not to include the City of Lake Forest) in the last five years and when performed. Show names of organizations, and names and telephone numbers of persons who can be contacted with regard to the services you have provided.
2. List all similar public agencies (not to include the City of Lake Forest) for which contracts were terminated in the last three years. Show names of organizations and names and telephone numbers of persons who can be contacted. Firms may provide a brief explanation of the reason(s) for termination(s).

G. Certification of Proposals

Return a copy of the entire completed certification properly executed as provided for in Appendix C.

**5. SCOPE OF WORK**

The Scope of Work, as may be modified through negotiation and/or by written addendum issued by the City, will be made a part of the Agreement.

The Scope of Work is expected to be completed within one year.

**Exhibit "A"**  
**SCOPE OF SERVICES**

The City of Lake Forest seeks proposals from video production firms to develop two promotional videos highlighting Lake Forest. Video 1 will be used to market the City's top employers, positive business climate and notable expansions into Lake Forest. The video also will promote growing industry clusters and highlight the City's newest business resources and business-friendly environment. Video 2 will be a "Lifestyle/Destination" piece that promotes Lake Forest's quality of life and amenities and markets Lake Forest as a destination for travel; highlighting the City's prime geographical location to family vacation destinations and tourist attractions. It will highlight various natural amenities throughout the City, and will be displayed on the City's Sports Park and City Website. The City will rely on the consultant's creativity and expertise on concept development and production. The final videos shall be completed by May 2017.

## **Project Description:**

The consultant shall develop two short high-definition videos, each approximately 3-5 minutes in length. Video 1 should target prospective and current businesses. Video 2 should target business travelers, tournament groups, and everyday visitors. The consultant shall furnish all camera/video equipment, sound and lighting, editing software applications, and other equipment required to produce a professional product.

The consultant shall provide the City with the video files in a format that can be edited in Adobe Premiere Pro. The finished products will be the sole property of the City of Lake Forest.

The consultant may refer to the following references for additional information:

- Business Marketing Video <https://vimeo.com/18476352>
- Economic Development advertisements found in the Orange County Business Journal [lakeforestbusiness.com/ocbj](http://lakeforestbusiness.com/ocbj)

**Business Attraction & Marketing (Video 1)** is focused on attracting and retaining fast-growing and premier companies in Lake Forest. The video will be used to market the City's top employers, growing industries, and validate the business slogan: *"Lake Forest... the natural choice for business."*

### **Elements:**

- Increase awareness of Lake Forest as a primary choice for business and the amenities/attributes that encourage workforce development, retention and recruitment.
- Showcase growing industries in Lake Forest.
- Showcase Testimonials from Lake Forest CEO's and business owners.
- Highlight nearby shopping/dining/tourist attractions including: Irvine Spectrum, Fashion Island, Disneyland, neighboring beach cities, ocean.
- Highlight amenities of the future Civic Center (to be constructed by 2019).
- Highlight nearby schools and airports, as well as public transportation services.
- Highlight range of housing types for executives and workforce

**Lifestyle/Destination (Video 2)** is focused on everyday amenities residents have access to and can enjoy by highlighting the City's amenities to attract visitors, tournament groups, tourists, and business travelers. It also should focus on the City's prime geographical location to family vacation destinations, and tourist attractions.

### **Elements:**

- Promote Lake Forest's quality of life.
- Promote the City's services, programs and events that encourage community engagement and interaction.
- Demonstrate Lake Forest's leadership in creating a strong well-rounded City.
- Highlight proximity to regional family destinations and tourist attractions.

Areas/Items to cover for both Video 1 & 2:

**Services Provided to the Community:**

- Police (OCSD) and Fire (OCFA)
- Economic Development – Business Events & Seminars, Shop & Dine Lake Forest Week, Business Appreciation Luncheon
- Planning and Building – business friendly staff (interactions w/staff at building counter)
- City Publications (Leaflet, Leisure Times, In Business Newsletter)

**Amenities:**

- New Civic Center
  - Available space to rent
  - Theatre-style multi-purpose room
  - Senior Center
- Parks and Amenities (Lake Forest Sports Park, Etnies Skatepark, neighborhood parks)
- Hotels
- Barker Ranch Dog Park
- Diversification of Shopping and Dining Opportunities (Baker Ranch Commercial Center, Foothill Ranch Towne Centre, Lake Forest Gateway, The Orchard)
- Community Events – Bunny Blast, Snow Fest, 4<sup>th</sup> of July Parade
- New Housing – Baker Ranch, Camden Square, El Paseo, Encanto, Parkside, Portola Center, Serrano Summit, The Pinnacle at Serrano Highlands
- Transportation access/airports
- Southern California Weather
- Topography/Saddleback Mountains
- Home to top companies and entrepreneurs
- Nearby colleges and universities – talented pool of employees
- Biking and hiking trails
- Beautiful housing (the lakes)

**Lake Forest Information:**

- Population: 83,910



- Recognized as the third fastest growing city in California (for populations over 30,000), and first in Orange County
- Consistently among the safest cities in California
- Low unemployment
- High educational attainment

**Top Employers/Desired Company Interviews May Include:**

- Kawasaki
- Cox Communications
- Panasonic Avionics
- Oakley
- loanDepot
- Del Taco
- Alcon
- Sole Technology
- Applied Medical

Timeframe:

The City desires for both videos to be completed by May 2017.

City Role:

**Project Management:** A dedicated City project manager will oversee the project and be the primary point of contact for the selected vendor. The project manager will work with the consultant to develop project timelines, track project status, identify potential challenges, facilitate/present solutions, and monitor costs to remain within budget.

**Direction and Input:** The City project manager will:

- Provide a “shots list” where the recording will occur
- Provide interview questions
- Provide still photos
- Facilitate coordination with Lake Forest companies
- Provide access to City facilities
- Review content

Consultant Role:

**Project Management:** The consultant will designate a project manager who will ensure project remains on schedule, provide routine status updates, proactively identify and communicate any issues, and coordinate quality control of all development work and deliverables. During the initial kick-off meeting, staff and

the selected vendor will create a comprehensive project timeline and note interval meeting dates. The consultant shall be cognizant of the time spent on the project, track costs as the project progresses, and notify the City's project manager of expenditures during scheduled check-in meetings to ensure the project stays within budget.

### **Creative and Educational/Instructional Design:**

- Work with city staff to set the direction for filming, including, but not limited to: identifying shot lists based on content narratives, and developing talking points and/or scripts for film participants for interviews and voiceovers where applicable
- Prepare on-site locations for filming
- Film, direct, and produce both videos
- Utilize .mp4 and .mov video formats and 1080p high definition resolution
- Upload unedited raw footage with metadata tags to a designated storage area
- Provide production concepts
- Work with entities in Lake Forest and across Orange County to source existing footage
- Provide voice-over narration
- Ensure all final versions of the videos are in high definition
- Upload final edited version to the video hosting site that staff specifies
- Provide staff with save, review and otherwise use without limitation at any point during and after fulfillment of the contract.

### **Optional:**

- Use of drones for aerial footage. The company must comply with all federal and local laws pertaining to the use of drones. For more information, visit: [www.lakeforestca.gov/drones](http://www.lakeforestca.gov/drones)
- Actors/Actresses
- Motion Graphics

## **6. COST PROPOSALS**

A separate, sealed Cost Proposal shall be submitted with the Project Proposal. The separate, sealed envelope shall be marked "Cost Proposal – Video Production Services." The successful Proposer must submit an electronic copy of the cost proposal in MS Word, Excel or other format acceptable to the City in addition to the paper copy upon request.

## **7. GENERAL REQUIREMENTS**

A. Personnel

The Agreement and Letter of Transmittal shall identify the Management Contact (representative authorized to sign an agreement for your firm) and Project Manager (person responsible for day-to-day management of project). The successful proposer may change the Management Contact, Project Manager, and other supporting staff and specialists with prior written permission of the City.

B. Right to Request Additional Information

During the evaluation process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. At the discretion of the City, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.

C. Right to Reject Proposals

The City reserves the right without prejudice to reject any or all proposals.

D. Proposal Interpretations and Addenda

Any change to or interpretation of the RFP by the City will be posted on the City's website at [www.lakeforestca.gov/proposals](http://www.lakeforestca.gov/proposals) and any such changes or interpretations shall become a part of the RFP for incorporation into any agreement awarded pursuant to the RFP.

E. Public Record

All proposals submitted in response to this RFP will become the property of the City upon submittal and a matter of public record pursuant to applicable law.

F. Additional Services

The Scope of Work describes the minimum work to be accomplished. Upon final selection of the firm, the Scope of Work may be modified and refined during negotiations with the City.

G. Conflict of Interest

By signing the Agreement, the successful proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with the award of the Agreement or any work for the proposed project. For the term of the Agreement, no elected or appointed official, officer or employee of the City, during the term of his/her service with the City and for two (2) years following his/her termination of office or employment with the City, shall have any direct interest in the Agreement, or obtain any present, anticipated or future material benefit arising therefrom.

H. Confidential Information

The City shall refrain from releasing Proposer's proprietary information ("Proprietary Information") unless the City's legal counsel determines that the release of the Proprietary Information is required by the California Public Records Act or other applicable state or federal law, or order of a court of competent jurisdiction, in which case the City shall notify Proposer of its intention to release Proprietary Information. Proposer shall have five (5) working days after receipt of the Release Notice to give City written notice of Proposer's objection to the City's release of Proprietary Information. Proposer shall indemnify, defend and hold harmless the City, and its officers, directors, employees, and agents from and against all liability, loss, cost or expense (including attorney's fees) arising out of a legal action brought to compel the release of Proprietary Information. City shall not release the Proprietary Information after receipt of the Objection Notice unless either: (1) Proposer fails to fully indemnify, defend (with City's choice of legal counsel), and hold City harmless from any legal action brought to compel such release; and/or (2) a final and non-appealable order by a court of competent jurisdiction requires that City release such information.

**8. VENDOR ASSESSMENT**

Each vendor receives a performance assessment during the annual budget preparation cycle, at project completion, and during a contract amendment. In those instances where the consultant is providing a service which will be completed in one year or less, a review is performed at the completion of the project or contract. The Vendor Assessment is provided for in Appendix E.

## APPENDIX A

### AGREEMENT FOR CONSULTANT SERVICES

**[The Agreement will be prepared by the City's Contract Administrator]**

#### CITY OF LAKE FOREST

#### PROFESSIONAL CONSULTANT SERVICES AGREEMENT

##### 1. PARTIES AND DATE.

This Agreement is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between the City of Lake Forest, a municipal corporation, organized under the laws of the State of California, with its principal place of business at 25550 Commercentre Drive, Suite 100, Lake Forest, California, 92630 ("City") and **[INSERT NAME OF COMPANY]**, a **[INSERT TYPE OF BUSINESS; I.E., CORPORATION (INCLUDE STATE OF INCORPORATION), LIMITED LIABILITY COMPANY, SOLE PROPRIETORSHIP, ETC.]**, with its principal place of business at **[INSERT ADDRESS]** ("Consultant"). City and Consultant are sometimes individually referred to herein as "Party" and collectively as "Parties."

##### 2. RECITALS.

###### 2.1 Consultant.

Consultant desires to perform and assume responsibility for the provision of certain professional **[INSERT TYPE]** consulting services required by the City on the terms and conditions set forth in this Agreement. Consultant represents that it is experienced in providing professional **[INSERT TYPE]** consulting services to public clients, is licensed in the State of California, and is familiar with the plans of City.

###### 2.2 Project.

City desires to engage Consultant to render such professional **[INSERT TYPE]** consulting services for the **[INSERT NAME OF PROJECT, AND CONTRACT NUMBER, IF APPLICABLE]** project ("Project") as set forth in this Agreement.

##### 3. TERMS.

###### 3.1 Scope of Services and Term.

3.1.1 General Scope of Services. Consultant promises and agrees to furnish to the City all labor, materials, tools, equipment, services, and incidental and customary work necessary to fully and adequately supply the professional **[INSERT TYPE]** consulting services necessary for the Project ("Services"). The Services are

more particularly described in Exhibit "A" attached hereto and incorporated herein by reference. All Services shall be subject to, and performed in accordance with, this Agreement, the exhibits attached hereto and incorporated herein by reference, and all applicable local, state and federal laws, rules and regulations. [INSERT IF FEDERAL FUNDS WILL BE USED; OTHERWISE ALWAYS DELETE: Additionally, Consultant shall comply with all Federal requirements applicable to the Services as set forth in Exhibit "A-I."]

3.1.2 Term. The term of this Agreement shall be from [INSERT DATE] to [INSERT DATE], unless earlier terminated as provided herein. [\*\*\*INSERT THE FOLLOWING SENTENCE FOR MULTI-YEAR, AUTOMATIC RENEWAL NOT TO EXCEED THREE CONSECUTIVE YEARS; OTHERWISE, ALWAYS DELETE: The City shall have the unilateral option, at its sole discretion, to renew this Agreement automatically for no more than [INSERT NUMBER] additional one-year terms.\*\*\*] Consultant shall complete the Services within the term of this Agreement, and shall meet any other established schedules and deadlines.

### **3.2 Responsibilities of Consultant.**

3.2.1 Independent Contractor; Control and Payment of Subordinates. The Services shall be performed by Consultant or under its supervision. Consultant will determine the means, methods and details of performing the Services subject to the requirements of this Agreement. City retains Consultant on an independent contractor basis and not as an employee. Consultant retains the right to perform similar or different services for others during the term of this Agreement. Any additional personnel performing the Services under this Agreement on behalf of Consultant shall also not be employees of City and shall at all times be under Consultant's exclusive direction and control. Neither City, nor any of its officials, officers, directors, employees or agents shall have control over the conduct of Consultant or any of Consultant's officers, employees, or agents, except as set forth in this Agreement. Consultant shall pay all wages, salaries, and other amounts due such personnel in connection with their performance of Services under this Agreement and as required by law. Consultant shall be responsible for all reports and obligations respecting such additional personnel, including, but not limited to: social security taxes, income tax withholding, unemployment insurance, disability insurance, and workers' compensation insurance.

3.2.2 Schedule of Services. Consultant shall perform the Services expeditiously, within the term of this Agreement, and in accordance with the Schedule of Services set forth in Exhibit "B" attached hereto and incorporated herein by reference. Consultant represents that it has the professional and technical personnel required to perform the Services in conformance with such conditions. In order to facilitate Consultant's conformance with the Schedule, City shall respond to Consultant's submittals in a timely manner. Upon request of City, Consultant shall provide a more detailed schedule of anticipated performance to meet the Schedule of Services.

3.2.3 Conformance to Applicable Requirements. All work prepared by Consultant shall be subject to the approval of City.

3.2.4 Substitution of Key Personnel. Consultant has represented to City that certain key personnel will perform and coordinate the Services under this Agreement. Should one or more of such personnel become unavailable, Consultant may substitute other personnel of at least equal competence upon written approval of City. In the event that City and Consultant cannot agree as to the substitution of key personnel, City shall be entitled to terminate this Agreement for cause. As discussed below, any personnel who fail or refuse to perform the Services in a manner acceptable to the City, or who are determined by the City to be uncooperative, incompetent, a threat to the adequate or timely completion of the Project or a threat to the safety of persons or property, shall be promptly removed from the Project by the Consultant at the request of the City. The key personnel for performance of this Agreement are as follows: [INSERT NAME AND TITLE].

3.2.5 City's Representative. The City hereby designates [INSERT NAME AND TITLE], or his/her designee, to act as its representative in all matters pertaining to the administration and performance of this Agreement ("City's Representative"). City's Representative shall have the power to act on behalf of the City for review and approval of all products submitted by Consultant but not the authority to enlarge the Scope of Work or change the total compensation due to Consultant under this Agreement. The City Manager shall be authorized to act on City's behalf and to execute all necessary documents which enlarge the Scope of Work or change the Consultant's total compensation subject to the provisions contained in Section 3.3 of this Agreement. Consultant shall not accept direction or orders from any person other than the City Manager, City's Representative or his/her designee.

3.2.6 Consultant's Representative. Consultant hereby designates [INSERT NAME AND TITLE], or his/her designee, to act as its representative for the performance of this Agreement ("Consultant's Representative"). Consultant's Representative shall have full authority to represent and act on behalf of the Consultant for all purposes under this Agreement. The Consultant's Representative shall supervise and direct the Services, using his/her best skill and attention, and shall be responsible for all means, methods, techniques, sequences, and procedures and for the satisfactory coordination of all portions of the Services under this Agreement.

3.2.7 Coordination of Services. Consultant agrees to work closely with City staff in the performance of Services and shall be available to City's staff, consultants and other staff at all reasonable times.

3.2.8 Standard of Care; Performance of Employees. Consultant shall perform all Services under this Agreement in a skillful and competent manner, consistent with the standards generally recognized as being employed by professionals in the same discipline in the State of California. Consultant represents and maintains that it is skilled in the professional calling necessary to perform the Services. Consultant warrants that all employees and subconsultants shall have sufficient skill and experience to perform the Services assigned to them. Finally, Consultant represents that it, its employees and subconsultants have all licenses, permits, qualifications and approvals of whatever nature that are legally required to perform the

Services, and that such licenses and approvals shall be maintained throughout the term of this Agreement. As provided for in the indemnification provisions of this Agreement, Consultant shall perform, at its own cost and expense and without reimbursement from the City, any services necessary to correct errors or omissions which are caused by the Consultant's failure to comply with the standard of care provided for herein. Any employee of the Consultant or its sub-consultants who is determined by the City to be uncooperative, incompetent, a threat to the adequate or timely completion of the Project, a threat to the safety of persons or property, or any employee who fails or refuses to perform the Services in a manner acceptable to the City, shall be promptly removed from the Project by the Consultant and shall not be re-employed to perform any of the Services or to work on the Project.

3.2.9 Laws and Regulations. Consultant shall keep itself fully informed of and in compliance with all local, state and federal laws, rules and regulations in any manner affecting the performance of the Project or the Services, including all Cal/OSHA requirements, and shall give all notices required by law. Consultant shall be liable for all violations of such laws and regulations in connection with Services. If Consultant performs any work knowing it to be contrary to such laws, rules and regulations, Consultant shall be solely responsible for all costs arising therefrom. Consultant shall defend, indemnify and hold City, its officials, directors, officers, employees, agents, and volunteers free and harmless, pursuant to the indemnification provisions of this Agreement, from any claim or liability arising out of any failure or alleged failure to comply with such laws, rules or regulations.

3.2.10 Safety. Consultant shall execute and maintain its work so as to avoid injury or damage to any person or property. In carrying out its Services, the Consultant shall at all times be in compliance with all applicable local, state and federal laws, rules and regulations, and shall exercise all necessary precautions for the safety of employees appropriate to the nature of the work and the conditions under which the work is to be performed. Safety precautions, where applicable, shall include, but shall not be limited to: (A) adequate life protection and lifesaving equipment and procedures; (B) instructions in accident prevention for all employees and subconsultants, such as safe walkways, scaffolds, fall protection ladders, bridges, gang planks, confined space procedures, trenching and shoring, equipment and other safety devices, equipment and wearing apparel as are necessary or lawfully required to prevent accidents or injuries; and (C) adequate facilities for the proper inspection and maintenance of all safety measures.

3.2.11 Insurance. Consultant agrees to procure and maintain, at Consultant's expense all insurance specified in Exhibit "D" attached hereto and by this reference incorporated herein. Consultant shall require all subconsultants to carry the same policies and limits of insurance that the Consultant is required to maintain, unless otherwise approved in writing by the City.

### 3.2.12 Water Quality Management and Compliance.

#### 3.2.12.1 Storm Water Management. Storm, surface, nuisance, or



other waters may be encountered at various times during the Services. Consultant hereby acknowledges that it has investigated the risk arising from such waters, and assumes any and all risks and liabilities arising therefrom.

3.2.12.2 Compliance with Water Quality Laws, Ordinances and Regulations. Consultant shall keep itself and all subcontractors, staff, and employees fully informed of and in compliance with all local, state and federal laws, rules and regulations that may impact, or be implicated by the performance of the Services including, without limitation, all applicable provisions of the City's ordinances regulating water quality and storm water; the Federal Water Pollution Control Act (33 U.S.C. § 1251, *et seq.*); the California Porter-Cologne Water Quality Control Act (Water Code § 13000 *et seq.*); and any and all regulations, policies, or permits issued pursuant to any such authority. Consultant shall additionally comply with the lawful requirements of the City, and any other municipality, drainage district, or other local agency with jurisdiction over the location where the Services are to be conducted, regulating water quality and storm water discharges.

3.2.12.3 Compliance with DAMP and LIP. In addition to compliance with the laws, ordinances and regulations listed in Section 3.2.12.2 of this Agreement, Consultant shall comply with all applicable requirements of the Orange County Drainage Area Management Plan ("DAMP"), the City of Lake Forest Local Implementation Plan ("LIP") and the applicable Water Quality Management Plan ("WQMP"). Sections 5, 7, and 8 of the DAMP contain requirements related to design and construction of public projects. Consultant shall be familiar the DAMP, and the LIP and shall comply with the requirements as specified therein.

A copy of the DAMP is available on the internet at:

<https://media.ocgov.com/gov/pw/watersheds/documents/damp/default.asp>

A copy of the LIP is available on the internet at:

[http://www.lakeforestca.gov/depts/pw/water/local\\_implementation\\_plan\\_%28lip%29.asp](http://www.lakeforestca.gov/depts/pw/water/local_implementation_plan_%28lip%29.asp)

More information on the applicable WQMP is available on the internet at:

[http://www.lakeforestca.gov/depts/pw/water/water\\_quality\\_management\\_plan\\_\(wqmp\).asp](http://www.lakeforestca.gov/depts/pw/water/water_quality_management_plan_(wqmp).asp)

3.2.12.4 Standard of Care. Consultant warrants that all employees and subcontractors shall have sufficient skill and experience to perform the work assigned to them without impacting water quality in violation of the laws, regulations and policies described in Sections 3.2.12.2 and 3.2.12.3 of this Agreement. Consultant further warrants that it, its employees and subcontractors have or will receive adequate training, as determined by the City, regarding these requirements as they may relate to the Services.

3.2.12.5 Liability for Non-compliance.

(A) Indemnity: Failure to comply with laws, regulations, and ordinances listed in Sections 3.2.12.2 and 3.2.12.3 of this Agreement is a violation of federal and state law. Notwithstanding any other indemnity contained in this Agreement, Consultant agrees to indemnify and hold harmless the City, its officials, officers, agents, employees and authorized volunteers from and against any and all claims, demands, losses or liabilities of any kind or nature which the City, its officials, officers, agents, employees and authorized volunteers may sustain or incur for noncompliance with the laws, regulations, and ordinances listed above, arising out of or in connection with the Services, except for liability resulting from the sole established negligence, willful misconduct or active negligence of the City, its officials, officers, agents, employees or authorized volunteers.

(B) Defense: City reserves the right to defend any enforcement action or civil action brought against the City for Consultant's failure to comply with any applicable water quality law, regulation, or policy. Consultant hereby agrees to be bound by, and to reimburse the City for the costs associated with, any settlement reached between the City and the relevant enforcement entity.

(C) Damages: City may seek damages from Consultant for delay in completing the Services caused by Consultant's failure to comply with the laws, regulations and policies described in Sections 3.2.12.2 and 3.2.12.3 of this Agreement, or any other relevant water quality law, regulation, or policy.

### **3.3 Fees and Payments.**

3.3.1 Compensation. Consultant shall receive compensation, including authorized reimbursements, for all Services rendered under this Agreement at the rates set forth in Exhibit "C" attached hereto and incorporated herein by reference. The total compensation shall not exceed **[INSERT AMOUNT WRITTEN OUT]** (\$**[INSERT NUMBER]**) without written approval of the City Council or City Manager as applicable. Extra Work may be authorized, as described below, and if authorized, will be compensated at the rates and manner set forth in this Agreement.

3.3.2 Payment of Compensation. Consultant shall submit to City a monthly invoice which indicates work completed and hours of Services rendered by Consultant. The invoice shall describe the amount of Services provided since the initial commencement date, or since the start of the subsequent billing periods, as appropriate, through the date of the invoice. City shall, within 30 days of receiving such invoice, review the invoice and pay all non-disputed and approved charges thereon. If the City disputes any of Consultant's fees, the City shall give written notice to Consultant within thirty (30) days of receipt of an invoice of any disputed fees set forth therein.

3.3.3 Reimbursement for Expenses. Consultant shall not be reimbursed for any expenses unless authorized in writing by City, or included in Exhibit "C" of this Agreement.

3.3.4 Extra Work. At any time during the term of this Agreement, City may request that Consultant perform Extra Work. As used herein, "Extra Work" means any work which is determined by City to be necessary for the proper completion of the Project, but which the Parties did not reasonably anticipate would be necessary at the execution of this Agreement. Consultant shall not perform, nor be compensated for, Extra Work without written authorization from the City. For agreements in excess of \$30,000.00, the City Manager may approve additional work not to exceed 10% of the original Agreement compensation, (**insert 10% dollar amount (\$XXXXX)**), as set forth in Section 3.3.1. Any additional work in excess of this amount shall be approved by the City Council.

3.3.5 **[Small Dollar – Insert this in place of second to last sentence, otherwise delete:** The City Manager may approve Extra Work not to exceed a total contract amount of thirty thousand dollars (\$30,000). Any Extra Work which causes the total contract amount to exceed thirty thousand dollars (\$30,000) shall be approved by the City Council.]

3.3.6 Rate Increases. In the event that this Agreement is renewed pursuant to Section 3.1.2, the rate set forth in Exhibit "C" may be adjusted each year at the time of renewal as set forth in Exhibit "C."

3.3.7 Labor Code Requirements.

3.3.7.1 Prevailing Wages. Consultant is aware of the requirements of California Labor Code Section 1720, et seq., and 1770, et seq., as well as California Code of Regulations, Title 8, Section 16000, et seq., ("Prevailing Wage Laws"), which require the payment of prevailing wage rates and the performance of other requirements on "public works" and "maintenance" projects. **[INSERT "If" or "Since"]** the Services are being performed as part of an applicable "public works" or "maintenance" project, as defined by the Prevailing Wage Laws, and **[INSERT "If" or "Since"]** the total compensation is \$1,000 or more, Consultant agrees to fully comply with such Prevailing Wage Laws. City shall provide Consultant with a copy of the prevailing rates of per diem wages in effect at the commencement of this Agreement. Consultant shall make copies of the prevailing rates of per diem wages for each craft, classification or type of worker needed to execute the Services available to interested parties upon request, and shall post copies at the Consultant's principal place of business and at the project site. Consultant shall defend, indemnify and hold the City, its officials, officers, employees, agents, and volunteers free and harmless from any claim or liability arising out of any failure or alleged failure to comply with the Prevailing Wage Laws.

3.3.7.2 Registration. Effective March 1, 2015, if the Services are being performed as part of an applicable "public works" or "maintenance" project, in addition to the foregoing, then pursuant to Labor Code sections 1725.5 and 1771.1, the Consultant and all subconsultants must be registered with the Department of Industrial Relations ("DIR"). Consultant shall maintain registration for the duration of the project and require the same of any subconsultants. This project may also be subject to

compliance monitoring and enforcement by the DIR. It shall be Consultant's sole responsibility to comply with all applicable registration and labor compliance requirements, including the submission of payroll records directly to the DIR.

### **3.4 Accounting Records.**

3.4.1 Maintenance and Inspection. Consultant shall maintain complete and accurate records with respect to all costs and expenses incurred under this Agreement. All such records shall be clearly identifiable. Consultant shall allow a representative of City during normal business hours to examine, audit, and make transcripts or copies of such records and any other documents created pursuant to this Agreement. Consultant shall allow inspection of all work, data, documents, proceedings, and activities related to the Agreement for a period of three (3) years from the date of final payment under this Agreement.

### **3.5 General Provisions.**

#### **3.5.1 Termination of Agreement.**

3.5.1.1 Grounds for Termination. City may, by written notice to Consultant, terminate the whole or any part of this Agreement at any time and without cause by giving written notice to Consultant of such termination, and specifying the effective date thereof, at least seven (7) days before the effective date of such termination. Upon termination, Consultant shall be compensated only for those services which have been adequately rendered to City, and Consultant shall be entitled to no further compensation. Consultant may not terminate this Agreement except for cause.

3.5.1.2 Effect of Termination. If this Agreement is terminated as provided herein, City may require Consultant to provide all finished or unfinished Documents and Data and other information of any kind prepared by Consultant in connection with the performance of Services under this Agreement. Consultant shall be required to provide such document and other information within fifteen (15) days of the request.

3.5.1.3 Additional Services. In the event this Agreement is terminated in whole or in part as provided herein, City may procure, upon such terms and in such manner as it may determine appropriate, services similar to those terminated.

3.5.1.4 Delivery of Notices. All notices permitted or required under this Agreement shall be given to the respective parties at the following address, or at such other address as the respective parties may provide in writing for this purpose:

Consultant: **[INSERT BUSINESS NAME]**  
**[INSERT STREET ADDRESS]**  
**[INSERT CITY STATE ZIP]**  
ATTN: **[INSERT NAME AND TITLE]**

City: City of Lake Forest  
25550 Commercentre Drive, Suite 100  
Lake Forest, CA 92630  
ATTN: **[INSERT NAME AND TITLE]**

Such notice shall be deemed made when personally delivered or when mailed, forty-eight (48) hours after deposit in the U.S. Mail, first class postage prepaid and addressed to the party at its applicable address. Actual notice shall be deemed adequate notice on the date actual notice occurred, regardless of the method of service.

### 3.5.2 Ownership of Materials and Confidentiality.

#### 3.5.2.1 Documents & Data; Licensing of Intellectual Property.

This Agreement creates a non-exclusive and perpetual license for City to copy, use, modify, reuse, or sublicense any and all copyrights, designs, and other intellectual property embodied in plans, specifications, studies, drawings, estimates, and other documents or works of authorship fixed in any tangible medium of expression, including but not limited to, physical drawings or data magnetically or otherwise recorded on computer diskettes, which are prepared or caused to be prepared by Consultant under this Agreement ("Documents & Data"). Consultant shall require all subconsultants to agree in writing that City is granted a non-exclusive and perpetual license for any Documents & Data the subconsultant prepares under this Agreement. Consultant represents and warrants that Consultant has the legal right to license any and all Documents & Data. Consultant makes no such representation and warranty in regard to Documents & Data which were prepared by design professionals other than Consultant or provided to Consultant by the City. City shall not be limited in any way in its use of the Documents & Data at any time, provided that any such use not within the purposes intended by this Agreement shall be at City's sole risk.

3.5.2.2 Confidentiality. All ideas, memoranda, specifications, plans, procedures, drawings, descriptions, computer program data, input record data, written information, and other Documents & Data either created by or provided to Consultant in connection with the performance of this Agreement shall be held confidential by Consultant. Such materials shall not, without the prior written consent of City, be used by Consultant for any purposes other than the performance of the Services. Nor shall such materials be disclosed to any person or entity not connected with the performance of the Services or the Project. Nothing furnished to Consultant which is otherwise known to Consultant or is generally known, or has become known, to the related industry shall be deemed confidential. Consultant shall not use City's name or insignia, photographs of the Project, or any publicity pertaining to the Services or the Project in any magazine, trade paper, newspaper, television or radio production or other similar medium without the prior written consent of City.

3.5.2.3 Confidential Information. The City shall refrain from releasing Consultant's proprietary information ("Proprietary Information") unless the City's legal counsel determines that the release of the Proprietary Information is required by the California Public Records Act or other applicable state or federal law, or order of a court of competent jurisdiction, in which case the City shall notify Consultant of its intention to release Proprietary Information. Consultant shall have five (5) working days after receipt of the Release Notice to give City written notice of Consultant's objection to the City's release of Proprietary Information. Consultant shall indemnify, defend and hold harmless the City, and its officers, directors, employees, and agents from and against all liability, loss, cost or expense (including attorney's fees) arising out of a legal action brought to compel the release of Proprietary Information. City shall not release the Proprietary Information after receipt of the Objection Notice unless either: (1) Consultant fails to fully indemnify, defend (with City's choice of legal counsel), and hold City harmless from any legal action brought to compel such release; and/or (2) a final and non-appealable order by a court of competent jurisdiction requires that City release such information.

3.5.3 Cooperation; Further Acts. The Parties shall fully cooperate with one another, and shall take any additional acts or sign any additional documents as may be necessary, appropriate or convenient to attain the purposes of this Agreement.

3.5.4 Attorney's Fees. If either party commences an action against the other party, either legal, administrative or otherwise, arising out of or in connection with this Agreement, the prevailing party in such litigation shall be entitled to have and recover from the losing party reasonable attorney's fees and all other costs of such action.

### 3.5.5 Indemnification.

3.5.5.1 Scope of Indemnity. To the fullest extent permitted by law, Consultant shall defend, indemnify and hold the City, its directors, officials, officers, employees, volunteers and agents free and harmless from any and all claims, demands, causes of action, costs, expenses, liability, loss, damage or injury of any kind, in law or equity, to property or persons, including wrongful death, in any manner arising out of, pertaining to, or incident to any alleged acts, errors or omissions, or willful misconduct of Consultant, its officials, officers, employees, subcontractors, consultants or agents in connection with the performance of the Consultant's Services, the Project or this Agreement, including without limitation the payment of all consequential damages, expert witness fees and attorney's fees and other related costs and expenses. Notwithstanding the foregoing, to the extent Consultant's Services are subject to Civil Code Section 2782.8, the above indemnity shall be limited, to the extent required by Civil Code Section 2782.8, to claims that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the Consultant.

3.5.5.2 Additional Indemnity Obligations. To the fullest extent permitted by law, Consultant shall defend, with counsel of City's choosing and at Consultant's own cost, expense and risk, any and all claims, suits, actions or other

proceedings of every kind covered by Section 3.5.8.1 that may be brought or instituted against City or its directors, officials, officers, employees, volunteers and agents. Consultant shall pay and satisfy any judgment, award or decree that may be rendered against City or its directors, officials, officers, employees, volunteers and agents as part of any such claim, suit, action or other proceeding. Consultant shall also reimburse City for the cost of any settlement paid by City or its directors, officials, officers, employees, agents or volunteers as part of any such claim, suit, action or other proceeding. Such reimbursement shall include payment for City's attorney's fees and costs, including expert witness fees. Consultant shall reimburse City and its directors, officials, officers, employees, agents, and/or volunteers, for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Consultant's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by the City, its directors, officials officers, employees, agents, or volunteers.

3.5.6 Entire Agreement. This Agreement contains the entire Agreement of the parties with respect to the subject matter hereof, and supersedes all prior negotiations, understandings or agreements. This Agreement may only be modified by a writing signed by both parties.

3.5.7 Governing Law. This Agreement shall be governed by the laws of the State of California. Venue shall be in Orange County.

3.5.8 Time of Essence. Time is of the essence for each and every provision of this Agreement.

3.5.9 City's Right to Employ Other Consultants. City reserves right to employ other consultants in connection with this Project.

3.5.10 Successors and Assigns. This Agreement shall be binding on the successors and assigns of the parties.

3.5.11 Assignment or Transfer. Consultant shall not assign, hypothecate, or transfer, either directly or by operation of law, this Agreement or any interest herein without the prior written consent of the City. Any attempt to do so shall be null and void, and any assignees, hypothecates or transferees shall acquire no right or interest by reason of such attempted assignment, hypothecation or transfer.

3.5.12 Construction; References; Captions. Since the Parties or their agents have participated fully in the preparation of this Agreement, the language of this Agreement shall be construed simply, according to its fair meaning, and not strictly for or against any Party. Any term referencing time, days or period for performance shall be deemed calendar days and not work days. All references to Consultant include all personnel, employees, agents, and subconsultants of Consultant, except as otherwise specified in this Agreement. All references to City include its elected officials, officers, employees, agents, and volunteers except as otherwise specified in this Agreement. The captions of the various articles and paragraphs are for convenience and ease of reference only, and do not define, limit, augment, or describe the scope, content, or

intent of this Agreement.

3.5.13 Amendment; Modification. No supplement, modification, or amendment of this Agreement shall be binding unless executed in writing and signed by both Parties.

3.5.14 Waiver. No waiver of any default shall constitute a waiver of any other default or breach, whether of the same or other covenant or condition. No waiver, benefit, privilege, or service voluntarily given or performed by a Party shall give the other Party any contractual rights by custom, estoppel, or otherwise.

3.5.15 No Third-Party Beneficiaries. There are no intended third party beneficiaries of any right or obligation assumed by the Parties.

3.5.16 Invalidity; Severability. If any portion of this Agreement is declared invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.

3.5.17 Prohibited Interests. Consultant maintains and warrants that it has not employed nor retained any company or person, other than a bona fide employee working solely for Consultant, to solicit or secure this Agreement. Further, Consultant warrants that it has not paid nor has it agreed to pay any company or person, other than a bona fide employee working solely for Consultant, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, City shall have the right to rescind this Agreement without liability. For the term of this Agreement, no member, officer or employee of City, during the term of his or her service with City, shall have any direct interest in this Agreement, or obtain any present or anticipated material benefit arising therefrom.

3.5.18 Equal Opportunity Employment. Consultant represents that it is an equal opportunity employer and it shall not discriminate against any subconsultant, employee or applicant for employment because of race, religion, color, national origin, handicap, ancestry, sex or age. Such non-discrimination shall include, but not be limited to, all activities related to initial employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination. Consultant shall also comply with all relevant provisions of City's Minority Business Enterprise program, Affirmative Action Plan or other related programs or guidelines currently in effect or hereinafter enacted.

3.5.19 Labor Certification. By its signature hereunder, Consultant certifies that it is aware of the provisions of Section 3700 of the California Labor Code which require every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions of that Code, and agrees to comply with such provisions before commencing the performance of the Services.



3.5.20 Authority to Enter Agreement. Consultant has all requisite power and authority to conduct its business and to execute, deliver, and perform the Agreement. Each Party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and bind each respective Party.

3.5.21 Counterparts. This Agreement may be signed in counterparts, each of which shall constitute an original.

### **3.6 Subcontracting.**

3.6.1 Prior Approval Required. Consultant shall not subcontract any portion of the work required by this Agreement, except as expressly stated herein, without prior written approval of City. Subcontracts, if any, shall contain a provision making them subject to all provisions stipulated in this Agreement.

**CITY OF LAKE FOREST**

**[INSERT NAME]**

By: \_\_\_\_\_  
Mayor or City Manager

By: \_\_\_\_\_  
[INSERT NAME AND TITLE]  
[If Corporation, TWO  
SIGNATURES, President **OR** Vice  
President **AND** Secretary **OR**  
Treasurer **REQUIRED**]

**ATTEST:**

By: \_\_\_\_\_  
City Clerk

By: \_\_\_\_\_  
[INSERT NAME AND TITLE]

**APPROVED AS TO FORM:**

By: \_\_\_\_\_  
Best Best & Krieger LLP  
City Attorney

## **Exhibit “A” SCOPE OF SERVICES**

The City of Lake Forest seeks proposals from video production firms to develop two promotional videos highlighting Lake Forest. Video 1 will be used to market the City’s top employers, positive business climate and notable expansions into Lake Forest. The video also will promote growing industry clusters and highlight the City’s newest business resources and business-friendly environment. Video 2 will be a “Lifestyle/Destination” piece that promotes Lake Forest’s quality of life and amenities and markets Lake Forest as a destination for travel; highlighting the City’s prime geographical location to family vacation destinations and tourist attractions. It will highlight various natural amenities throughout the City, and will be displayed on the City’s Sports Park and City Website. The City will rely on the consultant’s creativity and expertise on concept development and production. The final videos shall be completed by May 2017.

### **Project Description:**

The consultant shall develop two short high-definition videos, each approximately 3-5 minutes in length. Video 1 should target prospective and current businesses. Video 2 should target business travelers, tournament groups, and everyday visitors. The consultant shall furnish all camera/video equipment, sound and lighting, editing software applications, and other equipment required to produce a professional product.

The consultant shall provide the City with the video files in a format that can be edited in Adobe Premiere Pro. The finished products will be the sole property of the City of Lake Forest.

The consultant may refer to the following references for additional information:

- Business Marketing Video <https://vimeo.com/18476352>
- Economic Development advertisements found in the Orange County Business Journal [lakeforestbusiness.com/ocbj](http://lakeforestbusiness.com/ocbj)

**Business Attraction & Marketing (Video 1)** is focused on attracting and retaining fast-growing and premier companies in Lake Forest. The video will be used to market the City’s top employers, growing industries, and validate the business slogan: *“Lake Forest... the natural choice for business.”*

### **Elements:**

- Increase awareness of Lake Forest as a primary choice for business and the amenities/attributes that encourage workforce development, retention and recruitment.
- Showcase growing industries in Lake Forest.

- Showcase Testimonials from Lake Forest CEO's and business owners.
- Highlight nearby shopping/dining/tourist attractions including: Irvine Spectrum, Fashion Island, Disneyland, neighboring beach cities, ocean.
- Highlight amenities of the future Civic Center (to be constructed by 2019).
- Highlight nearby schools and airports, as well as public transportation services.
- Highlight range of housing types for executives and workforce

**Lifestyle/Destination (Video 2)** is focused on everyday amenities residents have access to and can enjoy by highlighting the City's amenities to attract visitors, tournament groups, tourists, and business travelers. It also should focus on the City's prime geographical location to family vacation destinations, and tourist attractions.

#### **Elements:**

- Promote Lake Forest's quality of life.
- Promote the City's services, programs and events that encourage community engagement and interaction.
- Demonstrate Lake Forest's leadership in creating a strong well-rounded City.
- Highlight proximity to regional family destinations and tourist attractions.

#### **Areas/Items to cover for both Video 1 & 2:**

#### **Services Provided to the Community:**

- Police (OCSD) and Fire (OCFA)
- Economic Development – Business Events & Seminars, Shop & Dine Lake Forest Week, Business Appreciation Luncheon
- Planning and Building – business friendly staff (interactions w/staff at building counter)
- City Publications (Leaflet, Leisure Times, In Business Newsletter)

#### **Amenities:**

- New Civic Center
  - Available space to rent
  - Theatre-style multi-purpose room
  - Senior Center
- Parks and Amenities (Lake Forest Sports Park, Etnies Skatepark, neighborhood parks)
- Hotels
- Barker Ranch Dog Park
- Diversification of Shopping and Dining Opportunities (Baker Ranch Commercial Center, Foothill Ranch Towne Centre, Lake Forest Gateway, The Orchard)

- Community Events – Bunny Blast, Snow Fest, 4<sup>th</sup> of July Parade
- New Housing – Baker Ranch, Camden Square, El Paseo, Encanto, Parkside, Portola Center, Serrano Summit, The Pinnacle at Serrano Highlands
- Transportation access/airports
- Southern California Weather
- Topography/Saddleback Mountains
- Home to top companies and entrepreneurs
- Nearby colleges and universities – talented pool of employees
- Biking and hiking trails
- Beautiful housing (the lakes)

**Lake Forest Information:**

- Population: 83,910
- Recognized as the third fastest growing city in California (for populations over 30,000), and first in Orange County
- Consistently among the safest cities in California
- Low unemployment
- High educational attainment

**Top Employers/Desired Company Interviews May Include:**

- Kawasaki
- Cox Communications
- Panasonic Avionics
- Oakley
- loanDepot
- Del Taco
- Alcon
- Sole Technology
- Applied Medical

**Timeframe:**

The City desires for both videos to be completed by May 2017.

**City Role:**

**Project Management:** A dedicated City project manager will oversee the project and be the primary point of contact for the selected vendor. The project manager will work with the consultant to develop project timelines, track project status, identify potential challenges, facilitate/present solutions, and monitor costs to remain within budget.

**Direction and Input:** The City project manager will:

- Provide a “shots list” where the recording will occur
- Provide interview questions
- Provide still photos
- Facilitate coordination with Lake Forest companies
- Provide access to City facilities
- Review content

#### Consultant Role:

**Project Management:** The consultant will designate a project manager who will ensure project remains on schedule, provide routine status updates, proactively identify and communicate any issues, and coordinate quality control of all development work and deliverables. During the initial kick-off meeting, staff and the selected vendor will create a comprehensive project timeline and note interval meeting dates. The consultant shall be cognizant of the time spent on the project, track costs as the project progresses, and notify the City’s project manager of expenditures during scheduled check-in meetings to ensure the project stays within budget.

#### **Creative and Educational/Instructional Design:**

- Work with city staff to set the direction for filming, including, but not limited to: identifying shot lists based on content narratives, and developing talking points and/or scripts for film participants for interviews and voiceovers where applicable
- Prepare on-site locations for filming
- Film, direct, and produce both videos
- Utilize .mp4 and .mov video formats and 1080p high definition resolution
- Upload unedited raw footage with metadata tags to a designated storage area
- Provide production concepts
- Work with entities in Lake Forest and across Orange County to source existing footage
- Provide voice-over narration
- Ensure all final versions of the videos are in high definition
- Upload final edited version to the video hosting site that staff specifies
- Provide staff with save, review and otherwise use without limitation at any point during and after fulfillment of the contract.

#### **Optional:**

- Use of drones for aerial footage. The company must comply with all federal and local laws pertaining to the use of drones. For more information, visit: [www.lakeforestca.gov/drones](http://www.lakeforestca.gov/drones)
- Actors/Actresses
- Motion Graphics

**EXHIBIT "B"**  
**SCHEDULE OF SERVICES**

**EXHIBIT "C"**  
**COMPENSATION**

**[INSERT THE FOLLOWING PROVISION IF THE AGREEMENT WILL AUTOMATICALLY RENEW:** In the event that this Agreement is renewed pursuant to Section 3.1.2, the rates set forth above may be increased or reduced each year at the time of renewal, but any increase shall not exceed the Consumer Price Index, All Urban Consumers, Los Angeles-Riverside-Orange Counties.]

**EXHIBIT "D"**  
**INSURANCE REQUIREMENTS**

3.2.11 Insurance.

3.2.11.1 Time for Compliance. Consultant shall not commence work under this Agreement until it has provided evidence satisfactory to the City that it has secured all insurance required under this section. In addition, Consultant shall not allow any subconsultant to commence work on any subcontract until it has provided evidence satisfactory to the City that the subconsultant has secured all insurance required under this section.

3.2.11.2 Types of Insurance Required. As a condition precedent to the effectiveness of this Agreement for work to be performed hereunder, and without limiting the indemnity provisions of the Agreement, the Consultant, in partial performance of its obligations under such Agreement, shall procure and maintain in full force and effect during the term of the Agreement the following policies of insurance. If the existing policies do not meet the insurance requirements set forth herein, Consultant agrees to amend, supplement or endorse the policies to do so.

(A) Commercial General Liability: Commercial General Liability Insurance which affords coverage at least as broad as Insurance Services Office "occurrence" form CG 0001, or the exact equivalent, with limits of not less than \$1,000,000 per occurrence and no less than \$2,000,000 in the general aggregate. Defense costs shall be paid in addition to the limits. The policy shall contain no endorsements or provisions (1) limiting coverage for contractual liability; (2) excluding coverage for claims or suits by one insured against another (cross-liability); or (3) containing any other exclusion(s) contrary to the terms or purposes of this Agreement.

(B) Automobile Liability Insurance: Automobile Liability Insurance with coverage at least as broad as Insurance Services Office Form CA 0001 covering "Any Auto" (Symbol 1), or the exact equivalent, covering bodily injury and property damage for all activities with limits of not less than \$1,000,000 combined limit for each occurrence. **\*\*\*NOTE: If Consultant does not own any company vehicles or may not be able to purchase a Business Automobile Insurance Policy, the requirement may be satisfied by providing either of the following:** (1) a Personal Automobile Liability policy for the Consultant's own vehicle stipulating "Automobile Liability Insurance with a limit of not less than \$1,000,000 each accident"; or (2) a non-owned auto endorsement to the Commercial General Liability policy if Consultant uses vehicles of others (e.g., vehicles of employees). **ALWAYS DELETE THIS SECTION IF NOT USED.\*\*\*]**

(C) Workers' Compensation: Workers' Compensation Insurance, as required by the State of California and Employer's Liability Insurance with a limit of not less than \$1,000,000 per accident for bodily injury and disease.



(D) Professional Liability (Errors & Omissions): Professional Liability insurance or Errors & Omissions insurance appropriate to Consultant's profession with limits of not less than \$1,000,000. Covered professional services shall specifically include all work to be performed under the Agreement and delete any exclusions that may potentially affect the work to be performed (for example, any exclusions relating to lead, asbestos, pollution, testing, underground storage tanks, laboratory analysis, soil work, etc.). If coverage is written on a claims-made basis, the retroactive date shall precede the effective date of the initial Agreement and continuous coverage will be maintained or an extended reporting period will be exercised for a period of at least three (3) years from termination or expiration of this Agreement.

**[OPTIONAL: include the following provision if there is a pollution liability exposure; otherwise, always delete.]**

(E) Pollution Liability: Pollution Liability Insurance covering all of the consultant's operations to include onsite and offsite coverage for bodily injury (including death and mental anguish), property damage, defense costs and cleanup costs with limits of not less than \$5,000,000 per loss and \$10,000,000 total all losses. The policy shall contain no endorsements or provisions limiting contractual liability or coverage for cross liability of claims or suits by one insured against another. If coverage is written on a claims-made basis, the retroactive date shall precede the effective date of the initial Agreement and continuous coverage will be maintained or an extended reporting period will be exercised for a period of at least three (3) years from termination or expiration of this Agreement. **[ALWAYS DELETE IF NOT USED]**

3.2.11.3 Insurance Endorsements. Required insurance policies shall contain the following provisions, or Consultant shall provide endorsements on forms approved by the City to add the following provisions to the insurance policies:

(A) Commercial General Liability [INSERT "and Pollution Liability"; OTHERWISE, ALWAYS DELETE]:

(1) Additional Insured: The City, its officials, officers, employees, agents, and volunteers shall be additional insureds with regard to liability and defense of suits or claims arising out of the performance of the Agreement.

Additional Insured Endorsements shall not (1) be restricted to "ongoing operations"; (2) exclude "contractual liability"; (3) restrict coverage to "sole" liability of Consultant; or (4) contain any other exclusions contrary to the terms or purposes of this Agreement. For all policies of Commercial General Liability insurance, Consultant shall provide endorsements in the form of ISO CG 20 10 10 01 and 20 37 10 01 (or endorsements providing the exact same coverage) to effectuate this requirement.

(2) Cancellation: Required insurance policies shall not be canceled or the coverage reduced until a thirty (30) day written notice of cancellation has been served upon the City except ten (10) days shall be allowed for non-payment of premium.

(B) Automobile Liability:

(C) Cancellation: Required insurance policies shall not be canceled or the coverage reduced until a thirty (30) day written notice of cancellation has been served upon the City except ten (10) days shall be allowed for non-payment of premium.

#### 3.2.11.4 Professional Liability (Errors & Omissions):

(A) Cancellation: Required insurance policies shall not be canceled or the coverage reduced until a thirty (30) day written notice of cancellation has been served upon the City except ten (10) days shall be allowed for non-payment of premium.

(B) Contractual Liability Exclusion Deleted: This insurance shall include contractual liability applicable to this Agreement. The policy must "pay on behalf of" the insured and include a provision establishing the insurer's duty to defend.

#### 3.2.11.5 Workers' Compensation:

(A) Cancellation: Required insurance policies shall not be canceled or the coverage reduced until a thirty (30) day written notice of cancellation has been served upon the City except ten (10) days shall be allowed for non-payment of premium.

(B) Waiver of Subrogation: A waiver of subrogation stating that the insurer waives all rights of subrogation against the City, its officials, officers, employees, agents, and volunteers.

3.2.11.6 Primary and Non-Contributing Insurance. All policies of Commercial General Liability and Automobile Liability insurance shall be primary and any other insurance, deductible, or self-insurance maintained by the City, its officials, officers, employees, agents, or volunteers shall not contribute with this primary insurance. Policies shall contain or be endorsed to contain such provisions.

3.2.11.7 Waiver of Subrogation. All policies of Commercial General Liability and Automobile Liability insurance shall contain or be endorsed to waive subrogation against the City, its officials, officers, employees, agents, and volunteers or shall specifically allow Consultant or others providing insurance evidence in compliance with these specifications to waive their right of recovery prior to a loss. Consultant hereby waives its own right of recovery against the City, its officials, officers, employees, agents, and volunteers, and shall require similar written express waivers and insurance clauses from each of its subconsultants.

3.2.11.8 Deductibles and Self-Insured Retentions. Any deductible or self-insured retention must be approved in writing by the City and shall protect the City, its officials, officers, employees, agents, and volunteers in the same manner and to

the same extent as they would have been protected had the policy or policies not contained a deductible or self-insured retention.

3.2.11.9 Evidence of Insurance. The Consultant, concurrently with the execution of the Agreement, and as a condition precedent to the effectiveness thereof, shall deliver either certified copies of the required policies, or original certificates on forms approved by the City, together with all endorsements affecting each policy. Required insurance policies shall not be in compliance if they include any limiting provision or endorsement that has not been submitted to the City for approval. The certificates and endorsements for each insurance policy shall be signed by a person authorized by that insurer to bind coverage on its behalf. At least fifteen (15 days) prior to the expiration of any such policy, evidence of insurance showing that such insurance coverage has been renewed or extended shall be filed with the City. If such coverage is cancelled or reduced and not replaced immediately so as to avoid a lapse in the required coverage, Consultant shall, within ten (10) days after receipt of written notice of such cancellation or reduction of coverage, file with the City evidence of insurance showing that the required insurance has been reinstated or has been provided through another insurance company or companies.

3.2.11.10 Failure to Maintain Coverage. In the event any policy of insurance required under this Agreement does not comply with these specifications or is canceled and not replaced immediately so as to avoid a lapse in the required coverage, City has the right but not the duty to obtain the insurance it deems necessary and any premium paid by City will be promptly reimbursed by Consultant or City will withhold amounts sufficient to pay premium from Consultant payments. In the alternative, City may cancel this Agreement effective upon notice.

3.2.11.11 Acceptability of Insurers. Each such policy shall be from a company or companies with a current A.M. Best's rating of no less than A:VII and authorized to transact business of insurance in the State of California, or otherwise allowed to place insurance through surplus line brokers under applicable provisions of the California Insurance Code or any federal law.

3.2.11.12 Enforcement of Agreement Provisions (non estoppel). Consultant acknowledges and agrees that actual or alleged failure on the part of the City to inform Consultant of non-compliance with any requirement imposes no additional obligation on the City nor does it waive any rights hereunder.

3.2.11.13 Requirements Not Limiting. Requirement of specific coverage or minimum limits contained in this Appendix are not intended as a limitation on coverage, limits, or other requirement, or a waiver of any coverage normally provided by any insurance.

3.2.11.14 Insurance for Subconsultants. Consultant shall include all subconsultants engaged in any work for Consultant relating to this Agreement as additional insureds under the Consultant's policies, or the Consultant shall be responsible for causing subconsultants to purchase the appropriate insurance in compliance with the terms of these Insurance Requirements, including adding the City,

its officials, officers, employees, agents, and volunteers as additional insureds to the subconsultant's policies. All policies of Commercial General Liability insurance provided by Consultant's subconsultants performing work relating to this Agreement shall be endorsed to name the City, its officials, officers, employees, agents and volunteers as additional insureds using endorsement form ISO CG 20 38 04 13 or an endorsement providing equivalent coverage. Consultant shall not allow any subconsultant to commence work on any subcontract relating to this Agreement until it has received satisfactory evidence of subconsultant's compliance with all insurance requirements under this Agreement, to the extent applicable. The Consultant shall provide satisfactory evidence of compliance with this section upon request of the City.

APPENDIX B  
**SUMMARY SHEET**

**The Summary Sheet is accessible electronically on the City's website at:**  
[www.lakeforestca.gov/services/businesses/proposals](http://www.lakeforestca.gov/services/businesses/proposals)

First Name: \_\_\_\_\_

Firm Parent or Ownership: \_\_\_\_\_

Firm Address: \_\_\_\_\_

\_\_\_\_\_

Firm Telephone Number: \_\_\_\_\_

Firm Fax Number: \_\_\_\_\_

Number of Years in Existence: \_\_\_\_\_

***Management Contact (person responsible for direct contact with the City of Lake Forest and services required for this Request for Qualifications):***

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

***Project Manager (person responsible for day-to-day servicing of the account):***

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Type of services performed by the firm: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## APPENDIX C

### **CERTIFICATION OF PROPOSAL TO THE CITY OF LAKE FOREST**

1. The undersigned hereby submits its proposal and, by doing so, agrees to furnish services to the City in accordance with the Request for Proposal (RFP), dated January 26, 2017, and to be bound by the terms and conditions of the RFP.
2. This firm has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the proposer and that the proposer is responsible for them.
3. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
4. The proposal includes all of the commentary, figures and data required by the Request for Proposal, dated January 26, 2017.
5. This firm has carefully read and fully understands all of the items contained in Section 7, General Requirements. This firm agrees to all of the general requirements except for those disclosed by the firm in project proposal, listed on an attachment.
6. The proposal shall be valid for 120 days from February 16, 2017.

Name of Firm:\_\_\_\_\_

By:\_\_\_\_\_

(Authorized Signature)

Type Name:\_\_\_\_\_

Title:\_\_\_\_\_

Date:\_\_\_\_\_

## APPENDIX D

### EVALUATION PROCEDURES

#### A. Selection Committee

Proposals submitted will be evaluated by a Selection Committee, appointed by the City Manager.

#### B. Review of Proposals

The Selection Committee will use a point formula during the review process to individually score Project Proposals, as outlined in Section C1 below, "Project Proposal Evaluation Criteria." The Selection Committee will then be convened to review and discuss these evaluations and combine the individual scores to arrive at an average composite Project Proposal score for each firm. Firms that do not meet "Mandatory Elements" listed in Section C1 below will be eliminated from further consideration.

After the composite Project Proposal score for each firm has been established based upon the "Qualitative Evaluation" criteria listed in Section C2, the Selection Committee may request oral presentations from a subset of those firms with a minimum score of 70 points. Based upon score rankings, the six (6) highest ranking firms may be interviewed. The Selection Committee may also schedule a site visit, if applicable. The sealed Cost Proposal of firms receiving a minimum score of 70 points on the qualitative review will be opened to ensure that the Cost Proposal is reasonable. A summary of all Project Proposals, qualifying on the basis of the qualitative review and interview, will be submitted, along with a summary of their respective Cost Proposals, to the City Council for final determination.

#### C. Project Proposal Evaluation Criteria

Proposals will be evaluated using three (3) sets of criteria. Firms meeting the mandatory elements will have their proposals evaluated and scored. The following represent the principal selection criteria which will be considered during the evaluation process.

1. Mandatory Elements

- a. The firm is independent and properly licensed to practice in California.
- b. The firm has no conflict of interest with regard to any other work performed by the firm for the City.
- c. The firm adheres to the instructions in this RFP on preparing and submitting the proposal.
- d. The firm included a Letter of Transmittal in the Project Proposal.

2. Qualitative Evaluation (Maximum Points = 100)

In order to be considered the proposer must achieve at least 70 points. (Points will be assigned by the Department Director or Coordinator.)

- a. Expertise and Experience (40 points)
  - i. The firm's past experience and performance on comparable private/government engagements.
  - ii. The quality of the firm's professional personnel to be assigned to the engagement and the quality of the firm's management support personnel to be available for technical consultation.
  - iii. References relative to personnel assigned to this project.
  - iv. Understanding of work to be done.
  - v. Firm's statement on why it believes itself to be best qualified.
- b. Scope of Work (30 points)
  - i. Response to all items.
  - ii. Additional information.



- c. Allocation of Resources (30 points)
  - i. Appropriateness of services to the requirements of the City.
  - ii. Distinguishing features, skills and/or services.

D. Oral Presentations/Interviews

During the evaluation process, the Selection Committee may request oral presentations from a subset of those firms with a minimum score of 70 points. Oral presentations will provide firms with an opportunity to answer any questions the Selection Committee may have on a firm's Project Proposal.

At the conclusion of each of the interviews, the Purchasing Coordinator shall offer each interviewed firm the opportunity to submit a "best and final" cost proposal. The intent of this step is not to require the Project Manager to enter into contract negotiations but rather is intended to provide each firm an opportunity to refine its cost proposal subsequent to oral presentations. Each firm will have five (5) calendar days from the date of the interview to submit a "best and final" cost proposal, or indicate in writing that its original cost proposal is to be opened and reviewed.

The maximum points assigned to interviews shall be 100 points, the same number as the qualitative proposal. The equal point spread between the qualitative proposal and the interview is intended to balance a firm's written representation with their in-person representation of both personnel and end products. In addition, the interview process is a valuable tool to assess the communication skills and professional demeanor of proposed project personnel. The interview score is arrived at independently from the qualitative proposal score and the two may differ significantly. The interview portion allows staff greater flexibility to choose a qualified firm with strong communication skills and technical expertise.

E. Cost Proposal Evaluation

The Cost Proposal, either the originally submitted proposal or "best and final" proposal, is opened for each firm who has received an average score of at least 70 points after the qualitative review and the oral presentation. The Cost Proposal of the top ranked firm is

evaluated to determine if it is reasonable. The primary tests of reasonableness are comparison to the City's estimated project cost and the City's project budget. Additional factors include prior experience, comparative costs in neighboring or other relevant communities, professional judgment and comparison to the costs submitted by qualified vendors for the proposed project. Cost proposals remain confidential and are not disclosed to proposers during the proposal process.

F. Final Selection

The Selection Committee will recommend a firm for selection to the Department Director named in Section 1 of the RFP. The Agreement must be fully executed by the firm prior to Department Director recommendation for contract award to the City Council. The City, through the Department Director, reserves the right to negotiate the price, terms and scope of work with the successful proposer prior to making a recommendation to the City Council.

## APPENDIX E CONTRACTOR/CONSULTANT/VENDOR ASSESSMENT

CONTRACTOR/CONSULTANT/VENDOR: _____	REVIEW DATE: _____
PROJECT/SERVICE: _____	
CONTRACT TERM: _____	
REVIEW TYPE:   ANNUAL BUDGET <input type="checkbox"/> PROJECT COMPLETION <input type="checkbox"/> AMENDMENT <input type="checkbox"/>	

### BUDGET TRACKING:

ORIGINAL CONTRACT DOLLAR AMOUNT: \$ \_\_\_\_\_

CUMMULATIVE FISCAL YEAR EXPENDITURES: \$ \_\_\_\_\_

PROJECTED EXPENDITURES: \$ \_\_\_\_\_

ACTUAL EXPENDITURES UPON PROJECT COMPLETION: \$ \_\_\_\_\_

COMMENTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### PERFORMANCE OF SCOPE OF SERVICES

	Unsatisfied (1) - Very Satisfied (5)
How effectively did the vendor communicate with the City regarding the project? Communication includes regular progress updates, recommendations, and concerns/issues.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
Did the firm individual(s) assigned to do the work meet the City's expectations?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
How knowledgeable was the vendor regarding the service or project?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
How is the vendor ranked overall for quality performance?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
Did the vendor comply with the terms of the agreement?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
<b>Overall Rating</b>	<input type="checkbox"/> Unsatisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Very Satisfied <input type="checkbox"/> N/A

### TIMELINESS

	Unsatisfied (1) - Very Satisfied (5)
How well did the vendor follow the schedule established at the beginning of the project?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
Did the vendor complete the project on time?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
Were invoices submitted in a timely manner?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
<b>Overall Rating</b>	<input type="checkbox"/> Unsatisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Very Satisfied <input type="checkbox"/> N/A

BUDGET PERFORMANCE	
	Unsatisfied (1) - Very Satisfied (5)
Did the vendor complete the project on budget?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
How accurate were the invoices submitted to the City?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
If additional funds were requested (increased compensation), was the vendor able to provide justification for the increase?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
<b>Overall Rating</b>	<input type="checkbox"/> Unsatisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Very Satisfied <input type="checkbox"/> N/A

CUSTOMER SERVICE	
	Unsatisfied (1) - Very Satisfied (5)
How prompt was the vendor in responding to City inquiries?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
How consistent and clear was the vendor's communications with City staff?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
How proactive was the vendor in addressing problems or concerns regarding the product or service?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
How courteous, professional, and responsive was the vendor in dealing with the City, sub-consultants, and the community?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> N/A
<b>Overall Rating</b>	<input type="checkbox"/> Unsatisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Very Satisfied <input type="checkbox"/> N/A

Additional Comments:			
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Project Manager	Date	Department Director	Date